

Volume XII.  
Number 2.

FEBRUARY, 1904

\$1.00 a Year  
10c. a Copy

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# THE SMOKER'S MAGAZINE



Published By  
**THE SMOKER'S MAGAZINE CO.**  
New York.

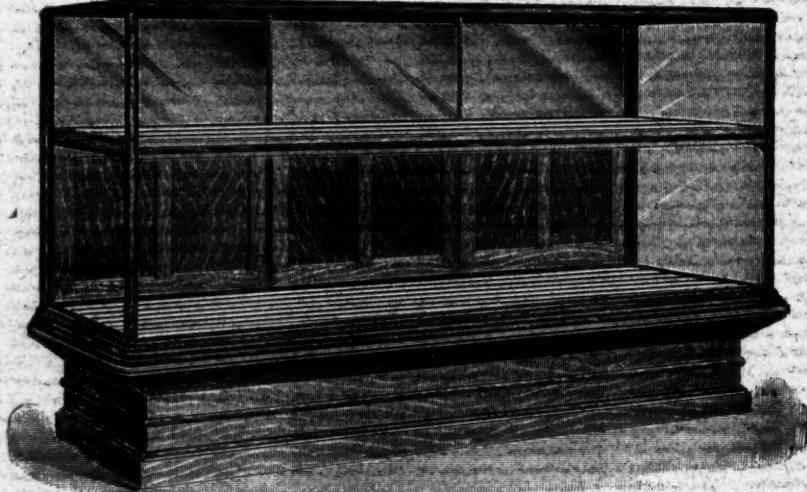
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**Why Cigarettes Are Popular**

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VOLUME XII. NEW YORK, FEBRUARY, 1904 NUMBER 2.

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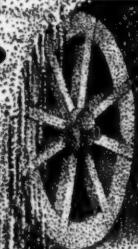
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# THE SMOKER'S MAGAZINE



A Magazine of Business,  
Recreation and Smoke



Volume XII.

NEW YORK, FEBRUARY, 1904.

Number 2.

## → Why Cigarettes Are Popular. ←

**W**HATEVER may be the explanation as to why smoking in the form of cigarettes has become so enormously popular during the past decade, there can be no denying that popularity from the fact that it has led to a very sharp industrial war. Millions of public money have been invested in cigarette-making companies. Cigarettes are the subject of advertisement in the daily papers on an enormous scale utterly incomparable with that on which tobacco and cigars are advertised.

The reason is not so far to seek, says the London Lancet, the cigarette is cheap, and, more than that, it is a convenient form of "smoke." The good cigar is not cheap, it is comparatively bulky, and it takes some time to finish. The pipe must be kept clean; it requires to be filled, and a pouch must be carried to contain the tobacco. The cigarette is ready to smoke; scores can be carried in the pocket, and one can be smoked in a snatched quarter of an hour. The cigarette is, therefore, popular, prob-

ably mainly because of its convenience.

That being so, it is important to consider whether cigarette smoking is more injurious from the point of view of health than is the smoking of a cigar or pipe. To begin with, a much milder tobacco can be smoked in cigarettes than in the pipe, and so far this fact is in favor of the cigarette. The usually mild tobacco in the cigarette is "hot" in the pipe. The cigarette is practically in direct contact with the air from the lightest end to the mouthpiece, and thus the smoke is invariably cool, while the products of combustion are calculated to be complete. The pipe, on the other hand, is more like a retort in which to some extent destructive distillation with the formation of acrid oils is set up. One very strong objection to the cigarette, however, is that the area of combustion is very close to the nose and mouth, and thus air is constantly and invariably inhaled containing smoke from the lighted end, which is usually of a very

pungent type, infinitely more pungent than is the smoke drawn through the cigarette.

Much of the mischief from cigarette smoking arises from this fact, the cigarette being persistently held in the mouth until burning of the lips is threatened. If the smoke from the burning tip of a cigarette be purposely inhaled for a time, a sense of stupor sets in, while the smoke drawn through the cigarette may be breathed in the same way with comparative impunity. The same result is obtained with the cigar, but in a still more emphatic way. The use of the cigarette or cigar holder is, therefore, calculated to obviate two sources of mischief—the inhalation of the powerful pungent smoke from the lighted end, and the introduction of tobacco juice and oils into the mouth. A long and cleanly kept pipe filled with mild tobacco preserves the smoker against both contingencies.

When, however, the cigarette is rationally smoked, and not to excess, it is probably the mildest form of smoking; and this fact, coupled with its convenience and cheapness, is a sufficient reason for its immense popularity.

#### HE LIKED HER CIGARS.

"My dear," said he, "I'll just take those cigars you gave me at Christmas to the office. It's customary, you know, to have a box handy in one's office."

That morning he sent the box of "Extras" down to his friend Jones, with his compliments, and he chuckled at the joke he was playing on Jones.

When he met Jones in the elevator he was persuaded to have one of his own cigars, which Jones said were "all right." He accepted one, and to his dismay found they were "all right."

That evening, when he arrived at

home, he said to his wife, "My dear, I smoked one of those cigars you gave me and liked it very much. How did you happen to pick out such good ones?"

"Well, I'll tell you. You made such a fuss about your birthday box that I got the young man next door to buy this box for me."

"Oh-h-h," said he, and then to himself, "Just like a woman, always contrary to expectations."

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#### MARK TWAIN SMOKES CHEROOTS.

**M**ARK TWAIN is an inveterate smoker, and whenever a long journey is before him a plentiful supply of tobacco is provided. Once when he was about to sail for Honolulu he located a wholesale dealer in cheroots and bought 3,000 of them, together with fifteen pounds of pipe tobacco. In the afternoon he went back to the store and bought 3,000 cheroots more. That evening, shortly after beginning his lecture, he surprised his manager, who was in the audience, by beckoning him to come up on the stage. The summons was obeyed with alacrity, much to the curiosity of the audience. The manager mounted the platform and when at the lecturer's side Mark Twain stopped in his talk and, turning to him, said. "I fear that cigar place may close before I get through here. Go there now and get 1,500 cheroots." He then continued his lecture as though nothing had happened. Next day he sailed with 7,500 cheroots and 15 pounds of tobacco, perfectly happy and with his mind at rest.

---

"Do you smoke?" inquired the young woman's father.

The modest young man was silent.

"Do you smoke?" the old man repeated.

"Yes; if you insist—but I never have," replied the young man timidly.

**AN INVETERATE SMOKER.**

The dinner ended shortly after 11 o'clock and cigars were passed. One of the guests held his cigar between his fingers without lighting it.

"Why don't you smoke, Joslin?" asked the host.

"I will when the clock strikes 12."

"Why at 12?"

"I will explain, if you will permit me, by telling a story: Several years ago I fell in love with and wooed a young lady whose father was a crank. He had a number of fads which he inflicted mercilessly on others and a number of antipathies which he would not permit others to inflict upon him. His chief dislike was tobacco in any form.

"Now, from my youth up I have been a great smoker. At ten years of age I bought miniature cigars or cigarritos and smoked them, not because I thought it a fine thing to do, but because I enjoyed them.

"Well, my devotion to the young lady I have referred to met with a favorable response, and I was accepted. She gave me to understand, however, that she had no fortune except what her father might give her or leave her in his will, and it would be impossible for her to marry me without his consent. There would be no difficulty in obtaining it, and he had promised when she married to settle a third of his property upon her. All we had to do was to humor him until after the settlement, which would occur simultaneously with the marriage.

"I passed six months of torture. I listened to the old man's stale jokes, rode out with him in summer under furs and in winter with not even a lap robe. I enjoyed music which he detested, so I heard none. I liked to go to the theater, but as he condemned theaters and actors I did not dare show my face in a playhouse. But the crown of deprivations was the giving up of smoking. My fiancee informed me on the first day of our engagement that to smoke in her father's presence would be like shaking a red rag before a mad bull. To show her how much I loved her I agreed not to smoke till after the wedding. This she commended b'

and I took the first opportunity to inform her father that I did not smoke.

"The time spent without my beloved cigars was maddening. Nevertheless I refrained, and when my wedding day came I was as free from nicotine as a baby. When I awoke on that momentous day I admit my chief joy was not that I was going to be married, though I loved my fiancee desperately, but that as soon as the settlements were made, the marriage ceremony over and we were driving to the station I would light a cigar. To this my bride to be had assented.

"We were to be married at 12 noon in presence only of the family. The eccentric father had a horror of large weddings and would consent only to a private one. I went to my room at 10 o'clock to dress. My toilet was completed in half an hour, and I had nothing to do till 11:30. I had bought a box of the best cigars I could find, and they were on my mantel. I took out a number to put in my satchel and momentarily held them under my nose.

"Gentlemen, the fragrance of those cigars was irresistible, delicate, delicious, intoxicating. 'Why not?' I said. 'I have an hour here alone. At the end of that hour the settlements will be made. What risk is there in my smoking here alone?' I bit off the end of the cigar, scratched a match and lighted it. Then I threw myself into the arms of an easy chair and the arms of delight at the same time.

"I finished the cigar at 11:20 and hurried away, reaching the house in twenty minutes. My father-in-law to be called me into his study to explain some points to be attended to in the settlements.

"'The amount,' he said, 'that I give my daughter is four hundred thousand'— He stopped short and sniffed the air. 'Who's been smoking in this room?'

"I was terror stricken, but controlling myself, I looked sympathetic. He went about poking his nose here and there, till, coming very near me, he took up my arm and smelled of my sleeve.

"'What's this?' he exclaimed. 'I thought you told me you didn't smoke.'

"I tried to stammer an explanation, but broke down.

"Give my daughter to a man who has the vilest habit known to man—not good enough for beasts, not one of whom smokes! Not I."

"I argued that the preparations had gone too far to retreat.

"It is never too late to retreat from a bad bargain. The marriage shall not take place, or, if it does, my daughter shall go to you penniless."

"As soon as my fiancee and her mother received the startling news they began a desperate effort with the irate man to induce him to give way. For their sakes he finally agreed to do so on my promise never again to touch tobacco in any form. This was finally amended to extend only one year after his death."

"He died a year ago today?"

"One year ago tomorrow. He was walking in a new building he was erecting and fell through an elevator shaft."

"Were you in the building at the time?" asked the host with mock gravity.

"Your question is not only in very bad taste, but unkind. However, I am happy at being able to allay your suspicions by assuring you that I was miles away."

The clock began to strike 12, and Mr. Joslin lit his cigar.

#### *Locke's View of Dancing.*

John Locke in his "Thoughts Concerning Education" says quaintly, "Nothing appears to give children so much becoming confidence and behavior and so to raise them to the conversation of those above their age, for, though dancing consists only in outward gracefulness of motion, yet, I know not how, it gives children manly thoughts and carriage more than anything." He adds, however, that the teacher must be a good one, for "I think it more passable to put off the hat and make a leg like an honest country gentleman than like an ill fashioned dancing master." To put off the hat and make a leg explains much, by the way, in the "business" of the ordinary costume play.—London Chronicle.

#### AT HIS LUCK'S END.

"We fellows," said a reporter sitting with a number of his companions about a stove at midnight, "have it in our power to do lots of good or lots of harm."

"What d'you mean?" asked one of the party.

"Oh, there are millions of ways. What I have in my mind just now is suddenly thrusting some one into prominence. When I was looking after the social lions I made a deal with an impoverished swell to give me spicy bits about them. He had the entree, and I hadn't. Well, one day he told me that Lord Martingale, a fresh importation from London, had said that a certain Mrs. Ringleter he had seen in Central park beat anything for beauty they had in England. 'Here's a go,' I said to my informer. 'I know Mrs. Ringleter. I'll just run that item in the social tidbits next Sunday, and she'll be tickled to death.'

"Sure enough, the next Sunday morning I cooked up a beautiful announcement of the fact that we had a prettier woman in New York than they had in London and no less a critic than Lord Martingale had said so. A few days later I met Guy Ringleter, and he told me his wife had suddenly stumbled on to the item and it had pleased her immensely.

"That's all I thought about the matter. You know we fellows can't keep our minds on one subject very long. One evening I dropped into the Metropolitan Opera House to jot down who was there, when I heard two swells talking beside me. One of them spoke with a decidedly English accent.

"Can you tell me who that woman is in the first box from the stage in the second tier?" he was saying.

"That's young Mrs. Mickleton, recently married. Why do you ask?"

"Because she is the most beautiful woman I ever saw. We've nothing like her in London."

"You don't mean it."

"Well, I skimmed around and found out who the fellows were and learned that one of them was Lord Martingale. Now, you may suppose that I remembered what he'd said about my friend.

Mrs. Ringletter, but I had clean forgotten it. Back I went to the office and wrote out that Lord Martingale had remarked at the opera that young Mrs. Mickelton was the most beautiful woman in New York and there was nothing like her in London.

"About a week after that I was strolling along upper Broadway. I had just lighted a cigar and was feeling very comfortable. Truth is I had \$10 in my pocket, something that hadn't occurred before since I entered journalism, and I was wishing some one would come along that I could 'blow off.' I felt a touch on my arm and, turning, saw a seedy individual looking out of a pair of the most melancholy eyes I ever saw. I was about to give him a nickel when I stood stock still with astonishment.

"Guy Ringletter, can this be you?"

"Yes," he said mournfully.

"What's the matter?"

"I've been ruined."

"Come in here and tell me about it."

"I led him into a cafe. We sat down at one of the tables, and I called for a lunch and something with which to wash it down. 'Now,' I said, 'let's hear it.'

"Do you remember nearly a year ago an item you put in your paper stating that Lord Martingale had said that my wife was the most beautiful woman in New York?"

"Slowly the matter got back into my brain."

"Yes," I said. "I think I remember something like that."

"Well, when you published that item I was fairly prosperous. I was doing a good business and making money. But from the appearance of your statement I saw a change in Lucy. One day she told me that now we were doing so well we ought to go out more, and I soon learned that she meant we were to begin a systematic climbing to get into the Four Hundred set. I did what I could to dissuade her, but it was no use. The queen of society bee had got into her bonnet; Lord Martingale had said that she was the most beautiful woman in New York and by the spending of some money she could easily enter the elect set and with such a recommendation at once become a

leader.

"The most fashionable dressmaker was hired for her clothes, and the principal jeweler of the city furnished the gems. We gave two entertainments and got in five swells in all. They were young men of fashion who live by their wits and were glad to get "full" on my champagne. Several women who claimed to be in the smart set were at our soirees, but we found out afterward that they were impostors.

"Meanwhile the bills began to come in, and I found the work of setting my wife up as a professional beauty was a terrible expense. You see, I couldn't attend to my business and keep track of the expenses at home. I left everything of that nature to Lucy, who was so anxious to succeed in her undertaking that she took no account of money that stood between her and a position in keeping with that cursed lord's opinion.

"Well, what's the use giving details? One day I found my business and everything closed out. To cap the climax the other day I took up your paper and read that Lord Martindale had said that the most beautiful woman in New York was a Mrs. Somebody Else."

The reporter paused and gave a few vigorous puffs on his cigar. Then he concluded:

"Boys, that's the worst job I've done since I've been a reporter."

#### Illustrated Phrase.



"Ridiculous on the face of it."



**WILLIAM H. TAFT AND HIS ASSISTANTS IN SETTLING THE  
FRIAR LAND QUESTION.**

Through the efforts of William H. Taft and his assistants, Judge Smith, Major Porter and Bishop O'Gorman, the lands of the friars in the Philippines are to be purchased by the United States government for about \$7,000,000. The friars originally asked \$15,000,000. Ex-Governor Taft is now on his way home from the Philippines to become secretary of war.

## The Advertising of Smokes.

**C**OMMON sense, courtesy and confidence in self are three essentials in a business man's make-up, the value of which can not be over estimated. It is foolish to suppose that brains are everything—every simpleton thinks himself possessed of far greater wisdom than Solomon. Success is not always due to the number of ounces of gray matter an individual may have concealed in his head—bulk in brains does not always count, and the old saw is recalled:

"Little head, little wit—  
Big head, not a bit."

"Big Head," when used in slang parlance, would mean lack of brain matter rather than the reverse—at least it would mean lack of common sense; and the individual who lacks the courtesy and manner of a gentleman in his every day business, although he may wear a No. 6 hat, really has the "big head" in one of its most highly developed forms.

There is a world of difference between big-headedness or conceitiveness and confidence in one's self. Self-confidence rests on a solid foundation—a man who really is wise is surely smart enough to know it; he may be unassuming and modest, but is conscious as to his strength and ability. The man who doubts his ability to do any certain thing usually makes a failure of it before he begins—he takes up the task in a faint-hearted manner and ends by saying: "I didn't think I could do it." A man to be successful must have a firm belief in himself, which confidence will act as a spur to renewed and continued

effort to carry through victoriously any enterprise and overcome all obstacles.

Armed with courtesy a man may accomplish almost anything, while he who goes about with porcupine quills as his manners, finds that with great effort little or nothing is accomplished—his road may be termed a rocky one, with obstacles piled on every side. The brainy man is always courteous—he knows the value of courtesy and uses it as a weapon of offense and defense.

Any man, no matter in what business he may be, provided he has these characteristics and will make use of them, or will cultivate them and educate himself along these lines, will find business matters moving along more smoothly—there will be less friction and a more satisfactory business will be accomplished from day to day. A cigar seller possessing these characteristics, acquired or otherwise, is usually the owner of a prosperous business, which has come to him through his common sense, courtesy and self-confidence.

The arranging of the display window in an attractive manner to some merchants is a positive hardship, usually for the reason that they lack confidence in their ability. The average man can at least change the arrangement from time to time and keep it scrupulously neat and clean. Few tobacconists change their window display as often as they should and a common error with many is to fill the win-

dow to over-flowing with goods of all sorts.

\* \* \*

From time to time we have urged against making a heavy and crowded window display—it is unwise in the extreme, being unnecessary and also expensive as goods displayed in the window deteriorate in quality and lose their value. Provided the display is changed two or three times a week the goods then used will have suffered no damage, and when removed from the window may again be placed in stock, being practically as good as though they had not been in the window at all.

\* \* \*

Use as few goods in the window as consistent to make a neat display, and endeavor to bring out the center portion of the window in as strong and attractive manner as possible. An excellent idea, and one that has been recommended in this department before, is to display a handsome pipe accompanied by a show card announcing its price and notifying passersby that each day the pipe remains in the window it's price will be reduced 10 cents. Say for instance that a pipe is worth \$2.50—the following morning a line may be added to the card saying: "To-day's price is \$2.40," the next day \$2.30, and so on until the pipe is sold.

\* \* \*

This scheme by actual test has been found to be one of the cheapest and best advertising attractions ever made use of in the cigar store window—its value is far more reaching than appears at a glance. After a man has once seen the card, and noted the plan, every day he passes the store he will stop to note the price of that pipe; and the chances are that long before the

price has dropped to the actual cost a ready purchaser has been found. For the sake of argument suppose the pipe was sold at cost—how much has it cost the merchant to induce the many smokers who have kept track of the pipe's price to glance in the window from day to day and keep the matter in their mind? Absolutely nothing, and if that is not cheap and good advertising then there is no such thing. In connection with this scheme each line might be dated, which may be done by using gummed dates, a set of which we shall be pleased to present to any subscriber, in good standing, who will take the trouble to write for same, enclosing 10 cents for postage and packing. These date slips are  $\frac{1}{2}$  x 5 inches long and are attractive and handy for dating window cards.

\* \* \*

Schemes similar to the foregoing may be employed in order to keep the public's eye constantly on the store and window. It would be cheap advertising to give away a handsome pipe every week in order to get smokers to take interest in your affairs, and to keep them on the lookout to see what you will do next. Perhaps the cigarman may not want to give away an automobile, although the Spitzer Cigar Co., Spitzer bldg., Toledo, Ohio, gave one away a short time since and the scheme was said to be a most effective one—the magnitude and value of the prize could not but help to interest any man.

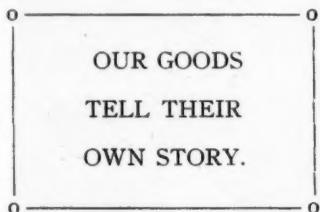
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The show window with its fine display of goods, price cards, and last, but not least an attractive and catchy show card, is what holds up the passing smoker; and sooner or later it will cause him to make his first purchase; thereafter the cigar-

man must depend upon his perfect service—the right quality of goods, his ability as a salesman and his constant and untiring efforts to satisfy.



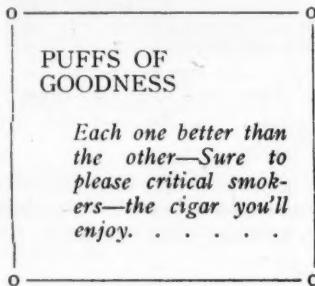
Times innumerable the show card puts in the first good word for the store—it speaks to possible customers before they even think of making a purchase and thus attracts their attention to the window, where it should be riveted by the goods and prices. As a general announcement for a display as before mentioned we would suggest the following:



This card would go well with a handsome display and would be most appropriate where the merchant desires his goods to stand on their own merits.



Supposing that the main feature of the display is a brand of cigars for which it is desired to create a demand, an announcement something as follows might be used to good advantage:



The wording in center portion of the card might be changed as occasion demands—the heading as it stands is good.



It is always well for a merchant to dwell on the quality of his goods provided the quality will stand inspection, as it most certainly should if he expects to transact a prosperous business. Prices are also a point that must be considered, which should be made as reasonable as is consistent with a fair profit. The card following combines these two points in a happy manner, and its use in the window or store can but produce an excellent effect.



This card is brief and to the point—it should not be changed in any particular, except to bring out the catch words in a bold strong letter.



Store-keepers in Russia use a double window glass, with an air space of about 3 inches between, to prevent the frosting of their display window during cold weather. This is expensive, especially if a large plate glass window, and we believe unnecessary to those who have made use of previous suggestions to prevent frosting which have ap-

peared in this department from time to time.

Rather than have any left over Holiday goods to knock around the store for a year before they may be disposed of, it is much better to get rid of them, at a price, before they become damaged, shopworn and unsaleable. Of course certain wares of this sort may be carefully packed away, but when they are opened they are a year out of date and perhaps not what smokers will want the latter part of this year. A clean up sale in this connection is therefore desirable and quite permissible, and the money they bring is better in the bank than the goods in a box.

"Are you the principal person here, sir?"

"Oh, no. I'm only the proprietor. The principal person is that young man over there with the high collar and cigarette-stained fingers."

An excellent idea to prevent frosting of the show window in cold weather, which in many cases blankets the display and makes it practically useless, is the use of an electric fan. The fan may be located at one side of the window so as to keep up a constant circulation of warm air from the store against the glass throughout the window—this is a sure cure; and the moving fan in the window, the guards being decorated with light and brilliantly colored ribbons, will attract attention and cause people to wonder why the fan is there. Or the fan might be concealed from view, but it is preferable to leave it in full sight, as it will have a much better effect and do the work more thoroughly.

"This," said the lecturer, "is a picture of the *Ipsicus masidonian thermomonoclytus*, an animal that

has been extinct for over 4,000 years."

"You're wrong there," said an Irishman near the door; "there's two o' them with ivery bottle of Casey's whiskey."

Cold days are supposed to be pipe days, and a choice line of pipes and smoking mixtures will at this season of the year meet with a ready sale. Few tobacconists devote sufficient time and attention to their pipe trade—pipes are profitable and will bring many dollars to the retailer who will give proper attention to this branch of his business. This show card would look well in a handsome pipe and tobacco display, and might read:

#### A PERFECT PIPE

IS THE RIGHT SORT  
TO HAVE; THEN YOU  
MUST HAVE . . .

#### A PERFECT TOBACCO

LET US SUPPLY YOU  
WITH BOTH, THAT  
YOU MAY ENJOY

#### A PERFECT SMOKE

This card when properly executed will produce a most desirable effect and make sales.

"You can't get something for nothing," said the man who affects proverbs.

"No," answered the easy man; "I can't. But the people with whom I do business seem to work it all right."



Copyright, 1903, by Pach Bros., New York.

**SCENES FROM WAGNER'S "PARSIFAL" AS PRODUCED IN  
NEW YORK.**

In scenic effects "Parsifal" at the Metropolitan Opera House far surpasses the original production in Bayreuth, Germany. In the lower scene Gurnemanz is leading Parsifal to the temple of the Holy Grail. The other shows the exterior of Klingsor's magic castle. At a wave of Klingsor's hand this castle disappears.

# THE SMOKER'S MAGAZINE

Published by  
**THE SMOKER'S MAGAZINE CO.**  
 41 PARK ROW,  
 NEW YORK.  
 Telephone, 4265 Cortlandt.

Issued every month. Ten cents a copy. Subscription price, \$1.00 a year, payable in advance. Subscriptions may begin at any time.

Remittances should be made by N. Y. Draft, Express Order or P. O. Money Order, payable to THE SMOKER'S MAGAZINE CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way.

When change of address is desired, both the old and new address must be given.

Subscriptions remain in force and the magazine is continued to responsible subscribers until we are notified by letter to discontinue the subscription, when payment of all arrears must be made.

Advertising rates furnished upon application.

Entered at the New York Post Office as second class mail matter.

NEW YORK, FEBRUARY, 1904.

Be active and business will be likewise.

The merchant who lacks activity usually lacks trade.

Be polite and serve customers in turn—out of turn shows partiality and may offend a good customer.

Guard against this carefully; and when in doubt a "Pardon me, but which of you gentlemen is next?" will generally obviate any fancied slight.

No man wants to wait—all desire to be served quickly. Give attention to each customer as rapidly as possible—when waiting on one "Just a moment, sir," addressed to another, will have a salutary effect.

Slashing prices is an expensive and unwise practice. Conduct your business at a fair profit—let your competitor lose money, if he wishes. A friendly talk with him may result in an arrangement that will prove mutually profitable.

Smokers will smoke anyway and cutting prices is nothing more nor less than an unnecessary sacrifice of profits—get together and make money.

The recent epidemic of fires throughout the country, not alone the great conflagration in Baltimore, should be object lessons to every business man. Guard against fire in every possible manner and see to it that your employees are trained along the same lines. Many a man's all goes up in smoke—keep insured and renew the policy months in advance of its expiration, which is the only safeguard against loss.

Don't overstock—order goods conservatively, duplicate orders may be placed at any time and it is far better to sell out than have an overplus of stock.

Pipes and tobaccos are more in demand during the winter months and this department of the tobacconist's business should be looked after carefully. A good assortment of pipes and tobaccos the year 'round, when properly pushed, invariably produces a good profit. The recognized pipe and tobacco seasons are during the winter and summer vacation periods—the enterprising dealer will strive to extend the season to cover the full twelve months.

Rumor has it that approximately only three men out of every hundred engaged in business have succeeded and never asked for extension of time or settle with their creditors on a fractional basis. It would seem that statistics would show a much larger percentage—in any case, every man owes it to himself to take advantage of every possible opportunity to advance his best interests.

## S

Many worthy ideas and suggestions appear in this Magazine from month to month, which when made use of invariably lead to increased business and success. Ideas are worth dollars—The Smoker's Magazine is but \$1 a year; it contains much valuable matter in nut-shell form and successful retailers find it practically indispensable in their daily affairs. One of many writes: "One of your ideas is worth many times the cost of a year's subscription." New ideas are born with each issue—ideas are worth dollars.

## S

Cheerfulness begets coin. No man from choice associates or does business with a melancholy or glum individual. He should brighten up and try to forget his troubles—fancied troubles usually—and he will find life worth the living. Laugh and the world will smoke with you; be glum and it will smoke with some other fellow—the cheerful cuss.

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The proposition in Congress to prohibit the tagging of tobacco may be all right, but a law that would prohibit the borrowing of tobacco would meet with much more favor among the plain people who pay the taxes.—*Indianapolis News.*

**Milly James a Bride.**

**A**T the Hotel Savoy on the 14th inst. Miss Milly James, the popular and bright little actress, was made the wife of Edgar J. Stachelberg, the head of the long established firm of M. Stachelberg & Co., manufacturers of clear Havana cigars, of New York and Tampa. Judge Dugro, the warm personal friend of both the bride and bridegroom, performed the ceremony. Nearly one hundred telegrams of congratulations were received and the wedding breakfast, with its elaborate floral decorations, was enjoyed by many friends, who wished the bridal pair a long and happy life.

Mr. and Mrs. Stachelberg left at once on their wedding tour, which will include a visit to Palm Beach and various other resorts in Florida and Cuba.

**Dollars for Leisure Hours.**

**N**EARLY every man, or boy, has many leisure moments that he would like to trade for good American dollars—this can be readily done, and the first step to bring about that desirable end is to write the Kelsey Press Co., Meriden, Conn., for their handsome illustrated catalog, which will demonstrate clearly "How to Make and Save Money and Increase your Business" on a very small investment. It is easy, interesting and profitable employment for man or boy. You will do any young man a favor by speaking to him about this—both of you can Make Big Money. Don't delay—write today.

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Solid business men read The Smoker's Magazine; it is \$1 a year.

## PUFFS OF SMOKE.

**J**AC. WERTHEIM, president of the United Cigar Manufacturers, of New York, during his late trip to the Pacific Coast, placed the firm's Tom Moore brand of seed and Havana cigars and Henry George brand of 5c. goods with the long established distributing house of C. B. Poar & Co., San Francisco, and a vigorous campaign has been arranged to bring these goods to the front. M. A. Gunst & Co., the distributors of Gen. Arthur and Owl brands, are making an extra strong push with these goods and continue to show a steady increase in sales. Mr. Wertheim says that business is exceptionally good in all the large centres he has visited from the East to the West, and everywhere he finds the commercial and industrial outlook very bright.

—The Rivoli Squab brand of "sigarets" of the Ontargo Sigaret Co., 141 Maiden Lane, New York, is certainly catching on in good shape. It is a strictly high-grade cigarette of "The Better Sort," and never fails to please critical smokers wherever introduced. Business is moving along merrily at the New York headquarters.

—The Wells-Whitehead Tobacco Co., of Wilson, N. C., recently enlarged and increased the capacity of its plant, which was found necessary to properly handle the firm's increasing business.

—The personnel of the Ruy Lopez Ca., 139 Maiden Lane, New York, and Key West, Florida, has been considerably strengthened by James M. Batterton acquiring an interest and being elected vice president of the concern. Mr. Batterton has long been identified with the clear Havana cigar trade, having formerly been connected with

the Ferdinand Hirsch Co., and also the Cortez Cigar Co. He is one of the best known cigar salesmen in the country and his friends are legion. Mr. Batterton's connection with the Ruy Lopez Ca. can but aid materially in bringing their superior brands of clear Havana cigars more prominently to the front. John Wardlow, John W. Merriam and James M. Batterton are a working trio hard to beat.

—Edgar J. Stachelberg, of the firm of M. Stachelberg & Co., of New York and Tampa, recently returned to New York after an exceptionally successful trip through the middle West, where he found the company's trade in a most satisfactory condition and booked a number of large orders. Mr. Stachelberg spent a number of days at the factory this month in supervising matters and looking after the business. A large extra working force of skilled cigarmakers have recently been put on and when the new addition is completed, which will be in the near future, a further large force can then be accommodated. M. Stachelberg & Co.'s New York office, now located at 7 West 18th St., will be one of the handsomest and most complete establishments of its kind in the metropolis when the alterations have been completed and the new fixtures installed. La Fama Universal and the other Stachelberg brands of clear Havana cigars now bear the Tampa-made stamp and are more popular than ever.

—Successful sellers realize more and more every day the importance of serving smokers with cigars that are properly protected from breakage and deterioration, all of which is readily accomplished through the use of Parmenter's wax-lined cigar pockets, manufactured by the Ra-

cine Paper Goods Co., Racine, Wis. These cigar pockets are practically indispensable in a modern retail cigar establishment and many thousands of them are used by the leading dealers throughout the country. The value of the newest improvement in Parmenter's cigar pockets is instantly recognized—and he who has not seen the newest style should at once write for samples and prices and thus be in a position to cater to the best trade.

—"At the Sign of the Bull Dog," being the house of John W. Merriam & Co., manufacturers of clear Havana cigars, 135, 137 and 139 Maiden Lane, New York, the mails are arriving with goodly orders from good customers throughout the land, which of course gladden the hearts and brighten the faces of all concerned. The King's craftsmen are busily engaged in turning out enormous quantities of Baron de Kalb, Ellen Terry, Bull Dog and Henry Irving clear Havana "segars" to keep up with the increasing demand for these superior smokes. John W. Merriam expects to shortly make a trip through the middle West to call on his hosts of friends in that section.

—The firm of Schatz & Saqui, New York, are employing a good force of skilled cigarmakers in filling orders for Cleodora, Jan Kubelik, and their other brands, which are admitted to be of the same high standard as when made by the Max Schatz Co.

—Max D. and Albert D. Zeugschmidt, of Pittsburg, Pa., are preparing to again actively engage in business under the firm name and style of Zeugschmidt Cigar Co., at 710 Wylie Ave., that city. Zeugschmidt Bros. have gained an enviable reputation and their many friends will be pleased to know that

they will again commence operation about March 1st.

#### NEW YORK AMUSEMENTS.

**O**NE of the secrets of success at Proctor's various New York theatres is the ample provisions made for the comfort of patrons, not alone while they are seated, but in all parts of the theatre. Commodious retiring rooms are provided on every floor, public telephone, writing desks supplied with attractive stationery, and messenger service are also at the disposal of patrons, and there are hundreds of out of town patrons who regularly make one of Mr. Proctor's theatres their rendezvous at the end of a day's shopping and find such accommodations of inestimable value. The 23d St. and 5th Ave. Theatres in particular are regarded as virtual club houses which have all the conveniences of a women's club, excepting restaurant features. High-class and attractive entertainments are always found on the programs of Mr. Proctor's various theatres.

"The Yankee Consul," the newest light opera, is to remain at the Broadway for a long run.

"The Tenderfoot," at the New York, is one of the novelties of the season.

"The Virginian" is playing to excellent business at the Manhattan.

George Ade's village comedy, "The County Chairman," at Wallack's, will soon pass its 125th performance.

The success of "The Pit," at the Lyric, is said to be the great wheat panic scene.

The Sportsmen's Show at Madison Square Garden, is delighting thousands of nature lovers. The piney smell of the woods and mountains permeates the air and the attractive lake with its launches and

canoes and background of wild mountain scenery leads the visitor to feel that he is enjoying a short vacation many miles from busy New York. This year's exhibition is a most attractive one and will be continued until March 5th.

#### IN THE SMOKE HOUSES.

**W**HAT looks very much like success is the well-equipped cigar store under the able management of Louis Hoskyns, 909 E. Main St., Jackson, Mich.

—A modernly handsome cigar and tobacco store has been opened by Mills Bros., Pineville, Ore.

—At Mt. Carmel, Pa., the cigar store of D. Branchini has been purchased by Henry Koons, who is demonstrating his ability to retail cigars successfully.

—The cigar establishment formerly owned by W. H. Frey, Chambersburg, Pa., has been purchased by Lindsay A. Wallace, who is well able to take charge and make a good thing of it.

—Under the proprietorship of E. S. Williams, a very neat and up-to-date cigar store has been opened at Sag Harbor, N. Y.

—The cigar store formerly owned by A. G. Connolly, at Broad and Main streets, Bethlehem, Pa., has been purchased by Frank Fenner, who is running the business in bang-up style.

—James Scott has purchased the widely known cigar establishment of Charles Kirshartz, at Reynoldsburg, Pa.

—John Reams and Matthew Whalen have acquired, through purchase, the cigar store of Thomas Healy, 218 W. Dominick St., Rome, N. Y., which will be conducted under the firm name and style of Reams & Whalen.

—Wm. Salmon has purchased the

cigar store formerly conducted by W. D. Pyle, 114 W. 3d St., Chester, Pa.

—The new cigar store of Harvey Biddlecom, in Waukegan, Ill., is attractive and neatly fitted out, well displays the choice stock of goods and bears the stamp of prosperity.

—S. D. Pierson has secured the cigar privilege in the new Interurban Terminal Station, Indianapolis, Ind. He is widely known and well liked and will make a great success.

—Under the able and masterly hand of Jas. Forbes, a very handsome cigar store has been opened in Palo Alto, Cal.

—Up-to-dateness is shown in the new cigar and tobacco establishment recently opened by the Clark Bros., Whatcom, Wash.

—Nashville, Tenn., has a handsome and attractive cigar store under the proprietorship of H. B. Morrow & Co., Union and Cherry Sts.

—J. D. Smith is the recent purchaser of Clark Haggert's cigar store, at Fargo, N. Dak.

—The well-known tobacconist, Chas. H. Grashof, will give up his present location at 258 Main St. East, Rochester, N. Y., on April 1st and remove his business to the store formerly known as the Central cigar store, at the corner of East Main and North Sts., that city, where he will have increased facilities for supplying his trade with the best goods. This is an excellent location and the business under Mr. Grashof's able and experienced hand will doubtless prove more successful than ever.

—W. S. Russell has bought out the cigar and tobacco business of B. B. Denning, Eugene, Ore., which he had modernized and improved. All the leading brands are shown in his complete stock.

**HOTEL REGISTER DATES.**

**W**E desire to give every hotel in the country a set of Register Dates, for the full year 1904, all gummed and ready for use. These Dates are handy, neat and attractive; the size is  $\frac{1}{2}$  inch wide by 5 inches long, being printed in a brilliant red ink on first quality white paper, their use will improve the appearance of any Hotel Register, facilitate reference, and save clerk's time—they are business-like and up-to-the-times.

No advertising appears on them—they are simply Register Dates, you have need for them and they will be useful to you. Every Hotel man should read The Smoker's Magazine, which contains much valuable information and matter that will not only interest him, but also hundreds of his guests. Kindly send \$1 for a year's subscription, and we will mail you a set of Register Dates, Free. The best Hotels use them and no up-to-date house can afford to do without them.

Register Dates are certainly valuable and as the supply is limited, orders should be sent in at once, which will be filled promptly. Sample date lines and also samples of Gummed Labels for forwarding Guests' Mail, furnished upon request. Address letters and orders to

THE SMOKER'S MAGAZINE CO.,  
41 Park Row, New York.

**AN EASY SIDE LINE.**

**E**VERY traveler who desires a "side line" that will take but little of his time, requires small space in pocket and will add many dollars to his regular income, without going one step out of his way, should write at once, stating territory covered, and address in strictest confidence, with references,

THE SMOKER'S MAGAZINE CO.,  
41 Park Row, New York.



Maud—I didn't see you at your friend Mr. Smith's wedding.

Frank—No; I don't believe in gloating over my friends' misfortunes.

**Any Old Kind Would Do.**

"A package of tobacco, please."

"Which sort?"

"Doesn't matter; it's for a blind gentleman."

## INDIAN LEGEND OF TOBACCO.

**C**ONCERNING the origin of tobacco, Indian corn (maize) and wheat, there is an Indian tradition which the writer has come across several times, that is worthy of reproduction. "At some far distant period, two Indian youths, pursuing the pleasures of the chase, were led to a remote and unfrequented part of the forest, where, being fatigued and hungry, they sat down to repose themselves and to dress their game. While they were thus employed the spirit of the woods, attracted, as it is supposed, by the unusual and savory smell of the venison, approached them in the form of a beautiful female, and seated herself beside them. The youths, awed by the presence of so superior a being and struck with gratitude for the condescension which she had shown them in becoming their guest, presented to her in the most respectful manner a share of their repast, which she was pleased to accept and upon which she regaled with seeming satisfaction. The repast being finished, the female spirit, having thanked them cordially for their attention and informed them that if they would return to the same place after the revolution of twelve moons they would find something which would recompense their kindness, disappeared from their sight. The youths having watched the revolving moons and having returned at the appointed time, found that upon the place on which the right arm of the goddess had reclined an ear of Indian corn had sprung up; under her left, a stalk of wheat; and from the spot on which she had been seated was growing a flourishing plant of tobacco!"

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—The American Tobacco Co. is said to expend \$1,000,000 a year in advertising.

## OUR MYSTIFYING LANGUAGE.

He was a scholarly looking man, and evidently had no understanding of slang. He wanted to take a ride to a suburban locality and back. "What will be your charge?" he asked ed the cabman.

"Two plunks," replied cabby.

"Two what?"

"Plunks—bones—cases. Ain't you on?"

"On?" echoed the other in bewilderment. "Not until I know how much it is to cost me for the trip. That is what I am asking you."

"That's what I'm tellin' ye. Two daddles. See?"

"I beg pardon," said he, clipping the end off of a cigar. "That is equally mystifying. Either I have failed to make you understand me or I am singularly deficient in apprehending the vocabulary of commerce. May I ask you to make one more effort to tell me what my fare will be for the proposed trip?"

"Told you five or six times. Two bucks. Two cart wheels."

A light seemed to dawn upon the befogged mind of the scholarly person.

"Could you," he said, taking the cigar from his mouth to see if it was lighted evenly, "by any possibility, mean two dollars?"

"Sure. That's what I've been telling you all along, but you don't seem to understand English."

---

Fitz-Bile—I am told that de Broune will not allow any employe of his to smoke cigarettes. He says he knows cigarettes render a man unfit for business.

Van Quizz—But he smokes them himself!

Fitz-Bile—Yes. That is why he knows.—New Orleans Times-Democrat.

# MI FAVORITA

## CLEAR HAVANA CIGARS.



MANUFACTURED AT KEY WEST, FLORIDA.

**PARK & TILFORD,**

*Broadway, corner 21st Street,*

**NEW YORK.**

**PRICE LIST ON APPLICATION.**

**YOUR MONEY RETURNED**

If you do not have a Cool, Dry Smoke.  
No Nicotine, No Mouthful of Bitter  
Juice, No Old Pipe Odor, if you smoke



Patented June 10, 1902.

**SAURMAN'S  
New Era Pipe**

It's easy cleaned, don't get rank; \$1.00  
with solid rubber or horn stem.  
With fine amber stem, \$2.50.  
With fine amber stem, heavy silver  
ferrule, \$3.50.

**NEW ERA PIPE CO.,**

Dept. I.

MORRISTOWN, PA.

**JOS. ABRAHAMS,  
LEAF TOBACCO**  
Wholesale and Retail.  
202-204 Pearl Street, and 113 Maiden Lane,  
NEW YORK.  
TELEPHONE 1853 JOHN.

**BARGAINS IN TYPEWRITERS.**

  
Business men can save much  
valuable time by using a Type-  
writer. You will not be without  
one after once using. We fur-  
nish Remingtons, Smiths, Ham-  
monds and standard machines  
at from \$35 to \$40, with full  
guarantees. New machines at  
reduced prices. Will send ma-  
chine subject to trial. Standard  
machines rented at \$2 monthly.  
We also exchange and buy for cash. Desks, Cabinets  
and Supplies at reduced prices. Send postal for illus-  
trated list of all standard machines.

**Consolidated Typewriter Exchange,**

243 BROADWAY, NEW YORK.

Telephone 5389 Cortlandt.

**THE WORLD OF TOBACCO.**

**G**EORGE WASHINGTON in tobacco, will attract more than passing attention at the World's Fair. It will be remodelled from the equestrian group in Capital Square, Richmond, Va.

—Fijian tobacco is now manufactured into cigars—New Zealand is the center of the industry. The tobacco is grown from Sumatra seed and has rather the appearance of coarse Java. Heretofore Fijian tobacco has not been up to the standard and the exports were very small.

—A new counterfeit \$10 National Bank Note on the 3d National Bank, of Rockford, Ill., has been discovered. It is a photographic reproduction on two pieces of paper with silk threads between.

—Private mailing cards must not bear the words "United States of America" on the address side, and such cards will not be mailable after July 1st, 1904.

—Some 600 men, women and boys, employees of T. F. Taylor, Batley, England, received \$5 each from Mr. Taylor recently as a reward for abstaining from tobacco for one year. Forty of the men have decided to give up tobacco altogether as a result of the experiment.

—A bill prohibiting minors under 18 years of age to smoke in public places, and providing for a moderate fine for each offense, is before the Massachusetts legislature.

—Cuba exported during 1903, 303,116 bales of tobacco at about \$40 per bale; and 208,608,450 cigars at the rate of \$60 per thousand; and there was also exported 14,341,445 packages of cigarettes, at \$25 a thousand. Cut tobacco amounted to 106,873 kilos, valued at \$128,248. The United States took 45,800,000 of the cigars and 181,428 bales of tobacco.

—Cigar box covers must remain attached to boxes until same are empty, when stamps must be oblit-



## YOU CAN MAKE MONEY

Fortune favors those who make the most of their time. Every business requires printing and an Excelsior Press in your office, store, hotel, shop or in your home, will do it cheaply and well—it will save more than half the cost of your printing and enable you to do more advertising for less money and thus increase your business.

During leisure hours you can easily print your own cards, envelopes, letter-heads, labels, etc., and also make much money by printing for your friends and neighbors and the business men in your vicinity.

An Excelsior Press costs but \$5—it is no toy, being strong and practical, yet simple; and with common care will turn out fine work and last a lifetime. Typesetting and operating press is made easy by our full printed instructions, which are so plain that excellent printing may be done by any man or boy the first day the press is used.

Buy a press for yourself or your son—you will both enjoy printing and at the same time earn many dollars. What other amusement will give him fun, pocket money, and improve his spelling, punctuation and grammar, and educate him to be a successful business man?

An "Excelsior" will make and save money for you.

Send at once for our illustrated catalog giving full particulars and *factory prices* of presses, type and material. Don't delay. Write Today.

ADDRESS THE MANUFACTURERS,

**The PRESS COMPANY,**

(Established 1872)

**Meriden, Connecticut, U. S. A.**

U. S. STANDARD

# Counterfeit Coin Detector.

Awarded Two Medals by the  
American Institute

Is a perfect scale, 9½ inches long, that tests and weighs coins with the utmost accuracy, measures the exact thickness and diameter of all the principal U. S. Gold and Silver Coins and enables you to DETECT A COUNTERFEIT in an instant.

The scale is constructed on scientific principles, yet it is simple and easily understood; and being made of one solid piece of brass and heavily nickel plated, no handling can affect its perfect action when placed on a level surface.

What is

**PROTECTION  
AGAINST FRAUD**

Worth to you?

Upon receipt of \$1.25 your name will be entered for a year's subscription to

**THE SMOKER'S  
MAGAZINE,**  
and one of these Detectors, in a neat box, sent you by prepaid mail.



POSITION OF SCALE WHEN COIN IS GENUINE.

**The Smoker's  
Magazine Co.,**  
Times Building, :: New York

erated and destroyed. The boxes may then be used for display or advertising purposes, given away or destroyed, but must not be used again for cigars or tobacco, rules the Revenue Department.

—Mexico continues to show a steady increase in its output of manufactured tobacco. The making of cigarettes has almost doubled in five years and the home-made article has driven the Havana cigarette from the Mexican market.

—A large crop of Havana tobacco is now virtually assured in the Vuelta and Partido districts of Cuba, although this depends upon the atmospheric conditions for the next two months.

—Robert E. Lane, who was again elected president of the Cigar Dealers' Association of America at the recent convention in Chicago, has an unusually busy year before him and it is a foregone conclusion that with his energy and executive ability he will continue to advance the interests of the organization.

—The Supreme Court of Minnesota has decided that tobacco is a necessity which is used by a large portion of the community.

—Tobacco's original habitat is unknown—an Indian legend says: "The great spirit gave them maize and tobacco." It has never been found growing wild in any part of the country, although it has been found as a weed, but in such cases has been traced to an Indian village.

—Business is unusually good with practically all the cigar factories at Key West and many of them are working larger forces than during December.

—It is expected that there will be a great reduction in the tobacco acreage this year—about half the land which last year was planted to tobacco, will be used for cotton. This is accounted for by the high price of cotton and low price of tobacco. The wise tobacco grower will devote all his land to tobacco

## HACKER, MERRALL & CONDIT CO.



### CLEAR HAVANA CIGARS

Chambers St., West Broadway and Warren St.,  
57th St. and 6th Ave. and 135-139 West 42d St.

NEW YORK

## Wanted... A Hustler

We want a hustling representative for THE SMOKER'S MAGAZINE in your city, and have a magnificent proposition for you that will increase your regular income largely.

It is easy work and profitable employment, and will take but little of your spare time. If you are in the trade it will prove an especially attractive side line for you; while if you cannot take it up, please show this to some bright young man and have him write us at once for particulars and liberal terms.

**The Smoker's Magazine,  
41 Park Row, New York.**



Please mention THE SMOKER'S MAGAZINE to advertisers.

TO  
**SUBSCRIBERS  
ONLY!**

**A Lick and They'll Stick,  
But You'll Not Get Stuck.**

**2000  
GUMMED  
LABELS'**

BEND CASH  
WITH ORDER.

**\$1.00**

**Advertise Your Store.  
Increase your Business.**

**A. WISEMAN,  
DEALER IN  
FINE CIGARS,  
711 Easy Street,  
Hustletown, N. Y.**

EXACT SIZE, 1 1/8 X 1 1/8 INCHES.

Anything you want on them; but the less you have, the better they will show up.

This label contains all that's necessary. Neatly printed on best gummed paper in assorted colors, and mailed promptly (in about 10 days) in a specially made box that will keep them in perfect shape. Don't wait until you're all out, order now.

**YOU WANT MORE?**

**ALL RIGHT! Send us**

**\$2.00 FOR 5000**

OF THE BEST GUMMED LABELS MADE.

**The Smoker's Magazine,  
41 Park Row, New York.**

SC. STAMPS ACCEPTED.

and let his brother tillers of the soil devote their attention to cotton.

—Advocates of the Anti-Coupon bill which is now before Congress are still hopeful that favorable action will be taken in the matter. The plug manufacturers oppose action while the cigar manufacturers desire the passage of the bill.

—The flag law passed by the New York legislature, which prohibited the use of the national emblem for advertising, has been declared unconstitutional by the Supreme Court of New York.

—A crusade against the sale of cigarettes to minors has been begun in Mt. Vernon, N. Y.

—Tampa is preparing for an active season and although many cigar manufacturers are more than busy there are many idle hands.

—The United Dealers' Cigar and Tobacco Co. was organized last month in Tuxedo Hall, New York, and elected the following officers: Jacob Horwitz, president; H. B. Cohen, vice president; M. Katz, treasurer; and A. Walkup, financial and recording secretary. The organization has filed an application in Albany to incorporate with a capital of \$25,000 to be divided in 5,000 shares of \$5 each.

—Tobacco is the most heavily taxed product in the world, and although it is considered a necessity by the great physicians and savants of the world, it apparently is considered a luxury by the various countries of the globe and taxed accordingly.

Percy—I bought a cigarette case today and you ought to hear it play.

Homer—Hear it play?

Percy—Yes; it is a musical case and it plays "Nearer, My God, to Thee."

She—I'm not the only girl you ever kissed.

He—How do you know that?

She—I've had some experience.

# WHERE TO STOP

**ST. DENIS HOTEL,**  
Broadway and Eleventh Street.  
NEW YORK.  
Reasonable Rates.

Convenient Location.  
William Taylor & Son.

**CONTINENTAL HOTEL,**  
PHILADELPHIA

Room with board, \$3 upward.  
European plan, \$1 upward.

L. J. Maitby, Prop.

**THE KNUTSFORD,**  
SALT LAKE CITY.

**FIREPROOF**

Most Elegant Hotel in the West.  
G. S. Holmes, Prop.

**RIGGS HOUSE,**  
WASHINGTON, D. C.

The Hotel "Par Excellent" of the  
National Capitol.

First class appointments.

O. G. Staples, Prop.

**THE PARMLY,**  
PAINESVILLE, OHIO.

Rate, \$2.00. Electric lights and bells;  
steam heat; sample room.

B. H. Rogers, Mgr.

**EMPIRE HOUSE,**  
AKRON, O.

A hotel noted for its excellence; liberal  
management; \$2 a day.

J. I. Brenizer, Prop.

**THE NORVAL,**  
LIMA, OHIO.

Caters to Commercial Trade.  
Large Sample Rooms.

American: \$2.00, \$2.50, \$3.00.

**HOTEL EUCLID,**  
Cleveland's New and Up-to-Date Hotel.

New and modern. Heated by steam.  
Lighted by electricity. Long distance  
telephone in every room.

**300 ROOMS**

150 with bath, \$1.50 to \$6  
150 with hot, cold water, \$1 per day up

Fred S. Avery, Prop.

**THE ANDERSON.**

ANDERSON, IND.

All outside rooms, \$2.00, \$2.50.  
Large sample rooms on ground floor.  
Try The Anderson.

Joe Hennings, Prop.

**HOTEL NORMANDIE,**  
Michigan Boulevard, 12th St.,  
CHICAGO.

**ABSOLUTELY FIREPROOF.**

W. H. Worth, Prop.

**THE LINCOLN,**  
Ontario St., One Block North Public  
Square, CLEVELAND, OHIO.

Conducted on liberal lines under a  
new management. Recently amplified  
and modernized.

Thomas F. Harrison, Mgr.

**NEW HOFFMAN HOUSE,**  
Madison Square,  
NEW YORK.

**ABSOLUTELY FIREPROOF.**

European Plan.

J. P. Caddigan, Prop.

**THE HOLLENDEN,**

CLEVELAND, O.

European Plan.

Rates, \$1 to \$4 per day.

**HOTEL SCHENLEY,**

PITTSBURG, PA.

European Plan—Special Inducements.

**FIREPROOF.**

James Riley, Prop.

**THE BUTTERFIELD,**

UTICA, N. Y.

American Plan, \$2.50 Upward.

European Plan, \$1.00 Upward.

George W. Pearce, Mgr.

**COLONIAL HOTEL,**

PITTSBURG, PA.

(Under New Management.)

European Plan. Rates, from \$1.00  
a day upward. Largest sample rooms  
in United States. Strictly commercial.  
Steam heat. 300 rooms, 70 with  
private bath.

F. C. Smith, Prop.

**BECKEL HOTEL,**

DAYTON, OHIO.

**\$2.50 TO \$4.00**

**ONE OF THE BEST.**

Bennett & Horton.

Also proprietors of the Beautiful New  
Hotel at Canton, Ohio.

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**KIRBY HOUSE,**

MUNCIE, IND.

John J. Dow, Prop.

The only first-class hotel in the city;  
passenger elevator, electric lights and  
bells; fire alarm in each room. Good  
sample rooms on ground floor for  
commercial men.

**COOLEY'S HOTEL,**  
SPRINGFIELD, MASS.

All newly furnished; everything moderna

Henry E. Marsh, Prop.

**THE QUEENS,**  
TORONTO, ONTARIO.

Home comforts, delightful situation  
on FRONT STREET.

McGaw & Winnett, Prop.

**THE STRATFORD,**  
CHICAGO.

A strictly first class European Hotel,  
with every modern accessory. Cuisine  
and service unsurpassed.

George B. Weaver, Prop.

**NEW KEPLER HOTEL,**  
MEADVILLE, PA.

Remodeled Refurnished. Reopened.

**GALT HOUSE,**  
LOUISVILLE, KY.

Parent House of the Name. Famous  
for two-thirds of a Century. Still the  
leading hotel of Louisville.

American and European Plans.

A. R. Cooper, Mgr.

**THE SPENCER,**  
MARION, IND.

Catering to first-class Commercial  
Trade. Rates, \$2.00.

W. V. Turpen.

**TOD HOUSE,**

YOUNGSTOWN, OHIO.

**\$2.50 TO \$3.50**

Geo. A. Baker, Prop.

**YOU CAN  
PLAY  
THE  
PIANO  
IN 5 MINUTES**

By our New Method, as a technical knowledge of music is made unnecessary, enabling you to Play A Piano "By Sight" or "By Ear" without long and tedious study.

The Method consists of 72 Chords, being 24 Full Accompaniments,---one for Every Key, both Major and Minor ---fully Illustrated by Diagrams of Piano Keyboard, Notes, Letters, Etc. and readily understood.

This Simplified Method is now in its THIRD EDITION, and not one copy has ever been returned; because it is exactly as represented --- being simple, complete and instructive.

It will delight you, surprise and entertain your friends, and brighten many a dull hour.

FULL INSTRUCTIONS, DIAGRAMS,  
CHORDS, ETC., FOR PIANO AND  
ORGAN, By Prepaid Mail, 25¢.

Success is assured in every particular, and you run no risk, as we Guarantee Satisfaction, or money is refunded without question.

The Booklet is neatly printed and bound, and will prove the Best little investment you ever made.

You've always wanted to Play your own Accompaniments---Now You May.  
2¢ Stamps accepted. Order Today.

**The Spencer Co.,  
14½ Nassau St.,  
New York, U.S.A.**

**He Reformed.**

**P**ROF. HUXLEY, once a hater of tobacco, became in later years an enthusiastic smoker. On one occasion he remarked, in the course of a lecture, that there was no more harm in a pipe than in a cup of tea. Said he: "You may poison yourself by drinking too much green tea, or kill yourself by eating too many beef-steaks. For my own part, I consider that tobacco, in moderation, is a sweetener and equalizer of the temper."

"I heard brother Tom speak of a bird and a bottle, pop; what kind of birds go with bottles?"

"Larks, my son." — *Yonkers Statesman.*

**ENGLISH AS PRONOUNCED.**

When the night-clerk of the hotel came on duty his first act was to look over the register for the newly arrived guests. One evening he saw among the entries the line,—

"46 S., New York, T. H. Phtholognyrrh."

"Queer name, that," he muttered. "looks Russian or Greek—have to spot him."

An hour later a dapper little man asked for key 46. As he passed it over the clerk said,—  
your name?"

"By the way, how do you pronounce "Turner," he replied.

"What?"

"Yes, Turner. Phth, from phthisic, gives the t sound; olo, for Colonel, is r; gn, for n, is from gnat; the final r comes from myrrh. That's it—Turner. Don't mention it. Good night."—Lippincott's.

—Folks are snuffing more than ever and the consumption of snuff is growing steadily in volume in the United States, Canada, Great Britain, Australia, Spain and Italy. According to foreign reports it is holding its own in Scandinavia, Netherlands, Germany, Austria-Hungary, Belgium and Russia.



**B. SHARP,  
HIGH-GRADE  
Cigars,  
10 COMFORT ST.,  
Goldton, Cal.**

EXACT SIZE 1-1/2 X 1-1/2 INCHES.

YOUR NAME ON  
**1000 GUMMED FREE  
LABELS**

With a Year's Subscription to

## The Smoker's Magazine \$1

JUST  
HOW  
THEY  
LOOK



**Y. D. WAKE,  
DEALER IN  
FINE CIGARS  
1000 PURCHASE ST.,  
Priceville, Ok.**

Showing the exact size of Gummed Labels, 1000 of which are given with each subscription at \$1.00 per year.

These little business-pushers can be used in a thousand ways—stick 'em on boxes of cigars, cigarettes, matches, packages of tobacco, etc., keeping your name before the smoking public, advertising your store and increasing your regular trade. We use only the best gummed paper, so they will not stick together, break or curl. They are plainer, handier, cleaner and more showy than a rubber stamp and may be used in many places at the same time; are also used as price-marks, and on paper and envelopes, etc. We make ONE SIZE ONLY, as shown, and only in assorted colors. No variation in size or color is possible. Labels forwarded by prepaid mail in a handsome box in about 10 days.

### Quantity and Quality at Lowest Prices.

A Year's Subscript-	1,000 Gummed Labels,	\$1.00
tion To The 3,000	" "	2.00
Smoker's Magazine	" "	3.00
with 10,000	" "	4.00

**SEND CASH WITH ORDER. STAMPS ACCEPTED.**

The less reading a label contains the better it will look. Write plainly, giving full address and order to-day.

**The Smoker's Magazine,  
41 Park Row, New York.**

WE REFER TO ALL COMMERCIAL AGENCIES, AND BANKS AND EXPRESS COMPANIES IN NEW YORK.  
SEND POSTAL FOR SAMPLE LABELS—THEY'RE FREE.

The Only Magazine Issued Solely  
in the Interests of the Retailer  
and His Customers.

Thousands of the most successful retailers in the country over are already subscribers, because the magazine is instructive and valuable to them. Those who are not subscribers we ask to examine the magazine and note what the trade says of it.

We solicit the subscription of every intelligent cigarman in the land.

May we not have yours?  
Read What Others Say.

"The best publication in the trade,"  
L. W. COON, NEW YORK.

"My customers find it interesting  
and prefer it to any other trade  
paper," M. GROSSMAN, NEW YORK.

"It is always full of valuable and  
timely suggestions and I prize it  
very highly," C. M. HARDEN, LYNN, MASS.

"It should be in every retailer's hands," ED. KOL-  
MAN, CHICAGO, ILL.

"I highly recommend it to the retailers," L. ROS-  
ENBAUM, NEW YORK.

"We got stuck on it and consider it a bargain,"  
H. C. WILD &  
CO., KANSAS  
CITY, MO.

"Your valuable  
suggestions  
on window  
dressing dou-  
bled our sales  
last week,"  
PETERSON

"We got stuck on it and consider it a bargain,"  
BROS., BUF-  
FALO, N. Y.

**J. HUSTLE,  
CIGARS,  
AND  
TOBACCO,  
Blissville, Me.**

"The best investment I ever made,"  
LOUIS SMIES, CRIPPLE CREEK, COL.

"No cigar store com-  
plete without it,  
ideas enough in  
a copy to last a  
month," D. PROW-  
LER, NEW YORK.

And hundreds of oth-  
ers from all classes of  
cigar-men.

**ANDY SMART'S  
Smoke Shop,  
17 Prosperity Ave.,  
COR. PLEASANT ST.  
DOLLARTOWN, U. S.**

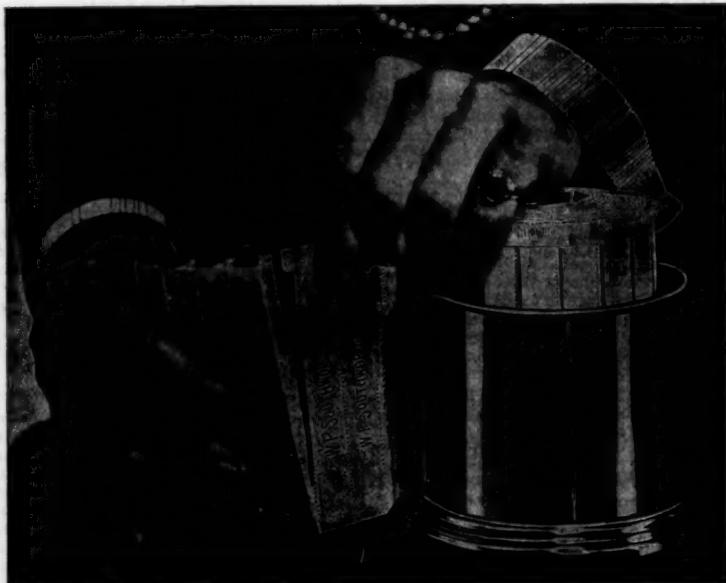
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THE SMOKER'S MAGAZINE

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A FINELY FINISHED BRASS RETAINER FOR  
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